



I LET GO
OF THE UNCERTAINTIES OF HEPATITIS C

I AM **HEP CURED**

In clinical studies, **96–99%** of patients with **genotype 1** who had **no prior treatment** were cured with just **12 weeks of therapy**.*

HARVONI is a prescription medicine used to treat adults with chronic (lasting a long time) hepatitis C genotype (GT) 1, 4, 5 or 6 infection with or without cirrhosis (compensated). In those with GT 1 and advanced cirrhosis (decompensated) or with GT 1 or 4 with or without cirrhosis (compensated) who have had a liver transplant, **HARVONI** is used with ribavirin.

*In a study of 865 patients with genotype 1 Hep C and no prior Hep C treatment, with or without cirrhosis (compensated), 99% (210 out of 213) of those who received **HARVONI** once daily for 12 weeks were cured. In a separate study of 647 patients with genotype 1 Hep C, with no prior Hep C treatment and without cirrhosis, 96% (208 out of 216) of those who received **HARVONI** once daily for 12 weeks were cured. Cure means the Hep C virus is not detected in the blood when measured three months after treatment is completed.

These studies did not include patients with advanced cirrhosis (decompensated) or those who have had a liver transplant.

Please see Important Facts about **HARVONI** including **important warning on hepatitis B reactivation** on page 16.

 **HARVONI**[®]
ledipasvir/sofosbuvir
90 mg / 400 mg tablets

You may be able to let go of the uncertainties of **Hep C**



Welcome

Whether you've known about your chronic Hep C for a while—or have just been recently diagnosed—you may have thought about seeking treatment, but just haven't taken the next step for any number of reasons.

Now may be the time to put Hep C behind you.

Inside this brochure, you will learn about HARVONI and how it transformed Hep C treatment as the first cure with a simple, one pill, once a day treatment regimen for the majority of patients. **HARVONI has been prescribed to over a half million people to cure their Hep C.***

You will also hear from others who let go of the uncertainties of Hep C and were cured with HARVONI. Cure means the Hep C virus is not detected in the blood when measured three months after treatment is completed.

Are you ready to let go?

*This information is derived from IMS NPA, IMS NSP™, and IntegriChain® data; data reflect estimated patient starts for HARVONI from 10/2014–3/2018.

What is the most important information I should know about HARVONI?

HARVONI can cause serious side effects, including:

- **Hepatitis B virus reactivation:** Before starting HARVONI treatment, your healthcare provider will do blood tests to check for hepatitis B infection. If you have ever had hepatitis B, the hepatitis B virus could become active again during and after treatment with HARVONI. This may cause serious liver problems, including liver failure and death. If you are at risk, your healthcare provider will monitor you during and after taking HARVONI.

Please see Important Facts about HARVONI including **important warning** on page 16.

**HARVONI**
ledipasvir/sofosbuvir
90 mg / 400 mg tablets



What should I tell my healthcare provider before taking HARVONI?

- **Tell your healthcare provider about all of your medical conditions**, including if you have ever had hepatitis B infection, liver problems other than hepatitis C infection, or a liver transplant; if you have severe kidney problems or are on dialysis; if you have HIV; or if you are pregnant or breastfeeding or plan to become pregnant or breastfeed. It is not known if HARVONI will harm your unborn baby or pass into your breast milk. If you take HARVONI with ribavirin, you should also read the ribavirin Medication Guide for important pregnancy-related information.

HARVONI transformed Hep C treatment

HARVONI transformed Hep C treatment as the first cure with a simple regimen that's one pill, once a day for 12 weeks.*

HARVONI was **proven to cure 96–99% of adult patients** who had Hep C **genotype 1** and **no prior treatment** with **12 weeks** of therapy.† Certain patients were cured with just 8 weeks of therapy.‡ Your Hep C Specialist will determine your length of treatment.

Now, more people have been prescribed HARVONI to cure their Hep C than any other advanced treatment regimen.§

* For the majority of patients.

† In a study of 865 patients with genotype 1 Hep C and no prior Hep C treatment, with or without cirrhosis (compensated), 99% (210 out of 213) of those who received HARVONI once daily for 12 weeks were cured. In a separate study of 647 patients with genotype 1 Hep C, with no prior Hep C treatment and without cirrhosis, 96% (208 out of 216) of those who received HARVONI once daily for 12 weeks were cured.

‡ In a study of 647 patients with genotype 1 Hep C, with no prior Hep C treatment and without cirrhosis, 97% (119 out of 123) of those with lower levels of the virus (less than 6 million IU/mL) who received HARVONI once daily for 8 weeks were cured.

These studies did not include patients with advanced cirrhosis (decompensated) or those who have had a liver transplant.

§ Based on Retail Pharmacy prescription data (IMS NPA New to Brand™) for U.S. patients starting Hep C treatment with advanced treatment regimens (including direct-acting antiviral medicines) from 12/2013-12/2017.

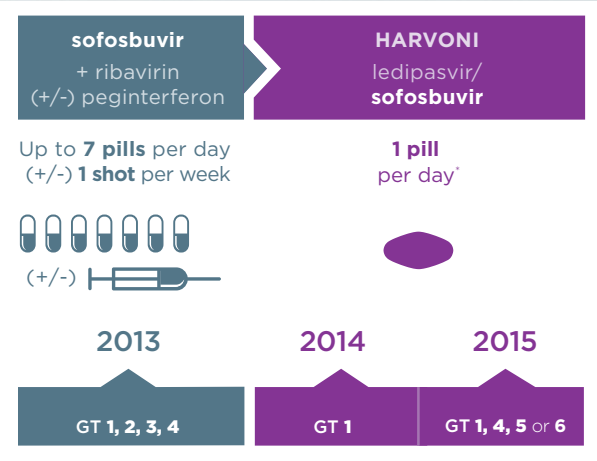
Please see Important Facts about HARVONI including **important warning** on page 16.



HARVONI is **powered by sofosbuvir**, a medicine that’s advancing Hep C treatment

Sofosbuvir is the backbone of HARVONI and was a clear step forward in Hep C treatment.

HARVONI further revolutionized Hep C treatment by combining sofosbuvir and ledipasvir into one pill—creating the first Hep C treatment that’s one pill, once a day for the majority of patients.



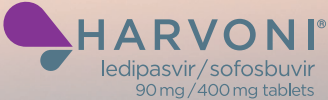
*For the majority of patients

Now that you’ve been introduced to HARVONI, turn the page, and meet Rebecca, a HARVONI patient—cured in 2015.

What should I tell my healthcare provider before taking HARVONI? (continued)

- Tell your healthcare provider and pharmacist about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. HARVONI and certain other medicines may affect each other, or may cause side effects.

Please see Important Facts about HARVONI including **important warning** on page 16.





*“It felt great ...
just not having Hep C.”*



Rebecca F., HEP C CURED 2015

*Cafe manager and mother
Indianapolis, IN*

*“Hep C is ... always in the back of your mind, and you’re scared
because you don’t know what it’s doing ...*

I learned that ... anybody can have Hep C, and that I wasn’t alone.

*My whole experience with HARVONI made me feel free to be over
Hep C, after worrying about it for seven years.”*

What are the possible side effects of HARVONI?

Serious side effects may also include:

- **Slow heart rate (bradycardia):** HARVONI, when taken with amiodarone (Cordarone[®], Nexterone[®], Pacerone[®]), a medicine used to treat certain heart problems, may cause slow heart rate, which in some cases has led to death or the need for a pacemaker. Get medical help right away if you take amiodarone with HARVONI and get any of the following symptoms: fainting or near-fainting, dizziness or lightheadedness, not feeling well, weakness, extreme tiredness, shortness of breath, chest pains, confusion, or memory problems.

Please see Important Facts about HARVONI
including **important warning** on page 16.





Understanding Hep C

Hep C and **your liver**

The liver is an important organ in your body. It cleans your blood, helps digestion, and processes the vitamins and nutrients you need.

Unfortunately, over time, chronic Hep C can cause a type of liver damage called cirrhosis which may eventually lead to liver failure.

- **Cirrhosis (compensated)** is a type of advanced liver disease in which healthy liver tissue is replaced with scar tissue, but the liver is still able to carry out its important functions
- **Advanced cirrhosis (decompensated)** is when the liver is extensively scarred and can no longer do its job effectively

To determine if you have cirrhosis, your Hep C Specialist may order a blood test, perform imaging, and/or perform a biopsy to take a closer look at your liver.

To learn more about HARVONI use in patients with Hep C genotype 1, 4, 5 or 6, turn to pages 9-11.

What are the possible side effects of HARVONI? (continued)

The most common side effects of HARVONI include tiredness, headache, and weakness.

Please see Important Facts about HARVONI including **important warning** on page 16.





Knowing your **genotype** is important

There are over 3 million people in the U.S. living with chronic Hep C. Just as there are different blood types, there are also different types of Hep C called genotypes. There are 6 main genotypes—the most common in the U.S. is genotype 1.

Approximately 75% of people in the U.S. with Hep C have genotype 1



Often people don't know the genotype of Hep C that they have. But, knowing your type of Hep C is important, because it helps your Hep C Specialist choose the right treatment for you. It can also affect the length of your treatment. All it takes is a simple blood test to find out your genotype. To learn more about genotypes, talk with your Hep C Specialist or visit [HARVONI.com](https://www.harvoni.com).

To learn more about HARVONI use in patients with Hep C genotype 1, 4, 5 or 6, turn to pages 9-11.

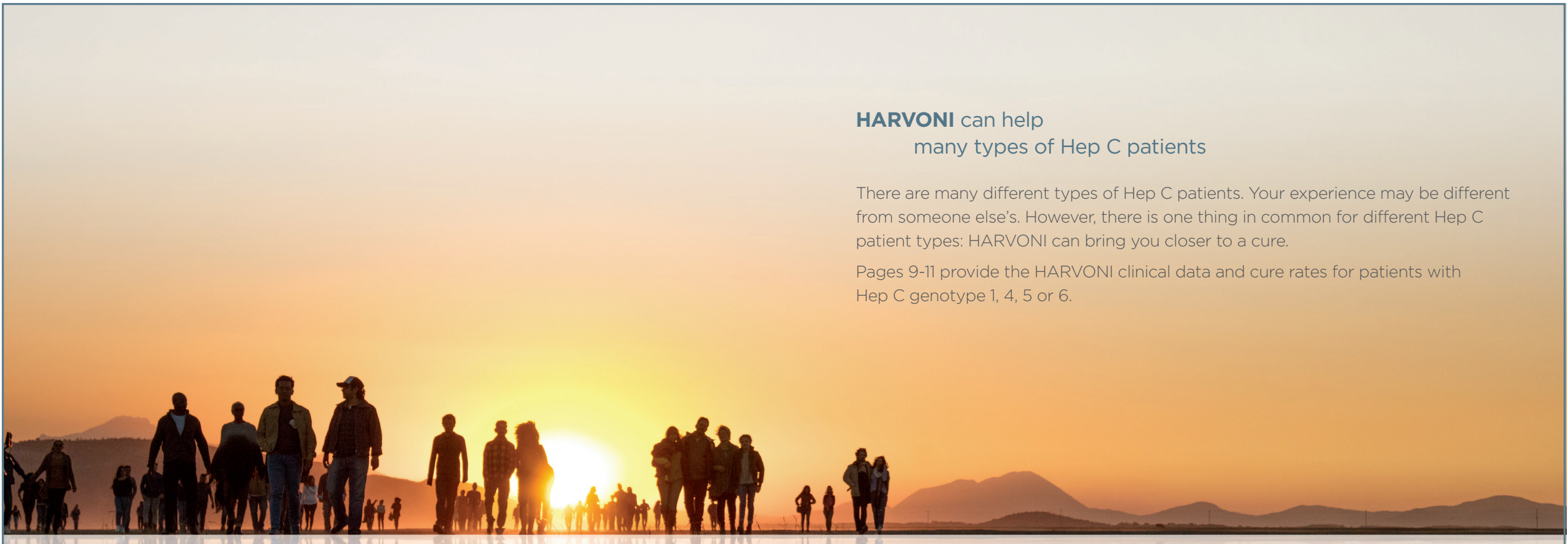
What is the most important information I should know about HARVONI?

HARVONI can cause serious side effects, including:

- **Hepatitis B virus reactivation:** Before starting HARVONI treatment, your healthcare provider will do blood tests to check for hepatitis B infection. If you have ever had hepatitis B, the hepatitis B virus could become active again during and after treatment with HARVONI. This may cause serious liver problems, including liver failure and death. If you are at risk, your healthcare provider will monitor you during and after taking HARVONI.

Please see Important Facts about HARVONI including **important warning** on page 16.





HARVONI can help many types of Hep C patients

There are many different types of Hep C patients. Your experience may be different from someone else's. However, there is one thing in common for different Hep C patient types: HARVONI can bring you closer to a cure.

Pages 9-11 provide the HARVONI clinical data and cure rates for patients with Hep C genotype 1, 4, 5 or 6.

What should I tell my healthcare provider before taking HARVONI?

- **Tell your healthcare provider about all of your medical conditions**, including if you have ever had hepatitis B infection, liver problems other than hepatitis C infection, or a liver transplant; if you have severe kidney problems or are on dialysis; if you have HIV; or if you are pregnant or breastfeeding or plan to become pregnant or breastfeed. It is not known if HARVONI will harm your unborn baby or pass into your breast milk. If you take HARVONI with ribavirin, you should also read the ribavirin Medication Guide for important pregnancy-related information.


Please see Important Facts about HARVONI
including **important warning** on page 16.

 **HARVONI**[®]
ledipasvir/sofosbuvir
90 mg / 400 mg tablets

HARVONI—proven **highly effective** in genotype 1 patients

In **clinical studies**, HARVONI has been shown to have high cure rates in patients with genotype 1, the most common type of Hep C in the U.S. Cure means the virus is not detected in the blood when measured three months after treatment is completed.

Genotype 1 Adults without Cirrhosis

Hep C Treatment History	Weeks of Treatment	Dosing	Cure Rate
Never Treated With Lower Levels of Virus in Body (Less Than 6 Million IU per mL)	8	One Pill Per Day 	97%*
Never Treated	12		96–99%†
Previously Treated	12		95%‡

This information does not apply to patients who have had a liver transplant.
Please see page 11 for information on this patient type.

* In a study of 647 patients with genotype 1 Hep C, with no prior Hep C treatment and without cirrhosis, 97% (119 out of 123) of those with lower levels of the virus (less than 6 million IU/mL) who received HARVONI once daily for 8 weeks were cured.



† In a study of 865 patients with genotype 1 Hep C, with no prior Hep C treatment, 99% (176 out of 177) of patients without cirrhosis who received HARVONI once daily for 12 weeks were cured. In a separate study of 647 patients with genotype 1 Hep C, with no prior Hep C treatment and without cirrhosis, 96% (208 out of 216) of those who received HARVONI once daily for 12 weeks were cured.

‡ In a study of 440 patients with genotype 1 Hep C who had failed prior Hep C therapy, 95% (83 out of 87) of patients without cirrhosis who received HARVONI once daily for 12 weeks were cured.

What should I tell my healthcare provider before taking HARVONI?
(continued)

- Tell your healthcare provider and pharmacist about all the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements. HARVONI and certain other medicines may affect each other, or may cause side effects.

Genotype 1 Adults with Compensated Cirrhosis

Hep C Treatment History	Weeks of Treatment	Dosing	Cure Rate
Never Treated	12	One Pill Per Day 	94%§
Previously Treated	24¶		97–100%¶#

This information does not apply to patients with advanced cirrhosis (decompensated)** or those who have had a liver transplant. Please see page 11 for information on these patient types.

¶ HARVONI plus ribavirin for 12 weeks can be considered in previously treated genotype 1 patients with compensated cirrhosis who are eligible for ribavirin.¶ **If you take HARVONI with ribavirin, you should also read the ribavirin Medication Guide for important pregnancy-related information.**

§ In a study of 865 patients with genotype 1 Hep C, with no prior Hep C treatment, 94% (32 out of 34) of patients with cirrhosis (compensated) who received HARVONI once daily for 12 weeks were cured.

¶ In a study of 155 patients with genotype 1 Hep C who had failed prior Hep C therapy twice and had cirrhosis (compensated), 96% (74 out of 77) of patients who received HARVONI once daily plus ribavirin for 12 weeks and 97% (75 out of 77) of patients who received HARVONI once daily without ribavirin for 24 weeks were cured.

In a study of 440 patients with genotype 1 Hep C who had failed prior Hep C therapy, 100% (22 out of 22) of those patients who had cirrhosis (compensated) and received HARVONI once daily for 24 weeks were cured.

** Advanced cirrhosis (decompensated) is when the liver is extensively scarred and can no longer do its job effectively.

Please see Important Facts about HARVONI including **important warning** on page 16.





What are the possible side effects of HARVONI?


Serious side effects may also include:

- **Slow heart rate (bradycardia):** HARVONI, when taken with amiodarone (Cordarone®, Nexterone®, Pacerone®), a medicine used to treat certain heart problems, may cause slow heart rate, which in some cases has led to death or the need for a pacemaker. Get medical help right away if you take amiodarone with HARVONI and get any of the following symptoms: fainting or near-fainting, dizziness or lightheadedness, not feeling well, weakness, extreme tiredness, shortness of breath, chest pains, confusion, or memory problems.

HARVONI—proven **highly effective** in genotype 4, 5 or 6 patients

In clinical studies, HARVONI has been shown to have high cure rates in patients with Hep C genotype 4, 5 or 6, with or without compensated cirrhosis with just 12 weeks of treatment—regardless of Hep C treatment experience.

Genotype 4, 5 or 6 Adults

Genotype	Weeks of Treatment	Dosing	Cure Rate
4	12	One Pill Per Day 	93%*
5	12		93%*
6	12		96%†

This information does not apply to patients with advanced cirrhosis (decompensated)[‡] or those who have had a liver transplant. Please see page 11 for information on these patient types.

Study results for genotypes 4, 5 or 6 are based on limited numbers of patients with prior Hep C treatment and patients with cirrhosis (compensated).

* In a study of 85 patients with genotype 4 or 5 Hep C, with or without prior Hep C treatment, with or without cirrhosis (compensated), 93% (41 out of 44) of patients with genotype 4 and 93% (38 out of 41) of patients with genotype 5 who received HARVONI once daily for 12 weeks were cured.

† In a study of 25 patients with genotype 6 Hep C, with or without prior Hep C treatment, with or without cirrhosis (compensated), 96% (24 out of 25) of patients who received HARVONI once daily for 12 weeks were cured.

‡ Advanced cirrhosis (decompensated) is when the liver is extensively scarred and can no longer do its job effectively.

Please see Important Facts about HARVONI including **important warning** on page 16.



HARVONI can be used in a **broad range of Hep C patients**

For patients with both Hep C and HIV-1, the recommended HARVONI treatment length is the same as that for someone without HIV-1. Please refer to the charts on pages 9-10 for treatment length information for your specific genotype.

It is important to talk with your healthcare provider about your HIV antiretroviral medicine(s) to understand potential interactions with HARVONI.

What are the possible side effects of HARVONI? (continued)

The most common side effects of HARVONI include tiredness, headache, and weakness.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.FDA.gov/medwatch, or call 1-800-FDA-1088.

Patients with genotype 1 who have advanced cirrhosis (decompensated)* or have had a liver transplant can be treated with a HARVONI regimen.

For patients with advanced cirrhosis and Hep C genotype 1, HARVONI plus ribavirin provides an all-oral treatment option with just 12 weeks of therapy.

For patients who have had a liver transplant, don't have advanced cirrhosis, and have Hep C genotype 1 or 4, HARVONI plus ribavirin provides an all-oral treatment option with just 12 weeks of therapy.

It's important to talk to your Hep C Specialist to find out if this treatment regimen is right for you.

If you take HARVONI with ribavirin, you should also read the ribavirin Medication Guide for important pregnancy-related information.

* Advanced cirrhosis (decompensated) is when the liver is extensively scarred and can no longer do its job effectively.

Read on to meet Shayne, another
HARVONI patient—cured in 2016.

Please see Important Facts about HARVONI
including **important warning** on page 16.

 **HARVONI**[®]
ledipasvir/sofosbuvir
90 mg/400 mg tablets



*“It was great relief and joy,
really a fantastic day.”*



Shayne W., HEP C CURED 2016

*Advertising executive and father
Aliso Viejo, CA*

“My outlook on life has definitely changed because I’ve been cured of the virus. I told my wife, and she was just as elated as I was.

The key is for people to realize that Hep C is curable ... and ... I can’t stress enough, that you have to have the right physician involvement ...”

What is the most important information I should know about HARVONI?

HARVONI can cause serious side effects, including:

- **Hepatitis B virus reactivation:** Before starting HARVONI treatment, your healthcare provider will do blood tests to check for hepatitis B infection. If you have ever had hepatitis B, the hepatitis B virus could become active again during and after treatment with HARVONI. This may cause serious liver problems, including liver failure and death. If you are at risk, your healthcare provider will monitor you during and after taking HARVONI.

Please see Important Facts about HARVONI
including **important warning** on page 16.





Learn more
about HARVONI

Taking **HARVONI** with other medicines

HARVONI can be taken with many other medicines. You should know, however, that it may affect the way some medicines work, and some medicines may affect how HARVONI works or may cause side effects.

Please be sure to tell your healthcare provider about all the medicines you are taking, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

Talk to your Hep C Specialist to see if HARVONI is right for you.

If you would like more information or have questions, call
1-844-READY41 (1-844-732-3941) or visit **HARVONI.com**

What should I tell my healthcare provider before taking HARVONI?

- **Tell your healthcare provider about all of your medical conditions**, including if you have ever had hepatitis B infection, liver problems other than hepatitis C infection, or a liver transplant; if you have severe kidney problems or are on dialysis; if you have HIV; or if you are pregnant or breastfeeding or plan to become pregnant or breastfeed. It is not known if HARVONI will harm your unborn baby or pass into your breast milk. If you take HARVONI with ribavirin, you should also read the ribavirin Medication Guide for important pregnancy-related information.

Please see Important Facts about HARVONI
including **important warning** on page 16.





We're here to help

As you consider treatment with HARVONI, you may be wondering about your insurance coverage or paying for treatment.

Live Support Path program navigators are available to help you understand your insurance coverage and explain potential cost saving options.

Call a Support Path navigator today at

1-855-7-MYPATH

(1-855-769-7284)



HARVONI CO-PAY COUPON

may help reduce the out-of-pocket cost of treatment
for eligible patients

Call a Support Path navigator or go to HARVONI.com/support
to find out if you are eligible and for full terms and conditions.



Eligible patients pay no more than

\$5 per co-pay.*

*Restrictions apply.

You are not eligible if you are enrolled in a government healthcare prescription drug program such as Medicaid or Medicare Part D (including when you are in the coverage gap known as the “donut hole”).

If you are eligible, the HARVONI co-pay coupon program will cover the out-of-pocket costs of your HARVONI prescriptions up to a maximum of 25% of the catalog price of a 12-week regimen of HARVONI.

Even if you are not eligible for the co-pay coupon, call a Support Path navigator to learn about other financial resources that may be available to you.

Please see Important Facts about HARVONI
including **important warning** on page 16.





Ready to let go
of Hep C?

What should I tell my healthcare provider before taking HARVONI? (continued)

- **Tell your healthcare provider and pharmacist about all the medicines you take**, including prescription and over-the-counter medicines, vitamins, and herbal supplements. HARVONI and certain other medicines may affect each other, or may cause side effects.

Take the next step

Speak to a Hep C Specialist today about treating your Hep C with HARVONI. Here are some questions to help you get the conversation started:

1. Is HARVONI right for me?
2. What is the most important information I should know about HARVONI?
3. Have your other patients been able to cure their Hep C with HARVONI?
4. How long will it take to find out if I am cured?
5. What are the possible side effects of HARVONI?

Express yourself and don't be afraid to ask questions. Explain how Hep C makes you feel and provide as much specific information as possible. Remember, you are your best advocate.

For help understanding your insurance coverage and to learn about potential cost saving options, call a Support Path navigator at **1-855-7-MYPATH** (1-855-769-7284).


Please see Important Facts about HARVONI including **important warning** on page 16.





To hear from other patients
who have been cured with HARVONI,
visit **HARVONI.com**.

Please see Important Facts about HARVONI including **important warning** on facing page.

**HARVONI**
ledipasvir/sofosbuvir
90 mg/400 mg tablets

(har-VOE-nee)

MOST IMPORTANT INFORMATION ABOUT HARVONI

HARVONI can cause serious side effects, including:
Hepatitis B virus reactivation: Before starting treatment with HARVONI, your healthcare provider will do blood tests to check for hepatitis B infection. If you have ever had hepatitis B, the hepatitis B virus could become active again during or after treatment with HARVONI. This may cause serious liver problems, including liver failure and death. Your healthcare provider will monitor you if you are at risk for hepatitis B reactivation during and after you stop taking HARVONI.

ABOUT HARVONI

HARVONI is a prescription medicine used to treat people 12 years of age and older (or weighing at least 77 pounds) with chronic (lasting a long time) hepatitis C genotype (GT) 1, 4, 5 or 6 infection with or without cirrhosis (compensated). In adults with GT 1 infection and advanced cirrhosis (decompensated) or with GT 1 or 4 infection with or without cirrhosis (compensated) who have had a liver transplant, HARVONI is used with ribavirin.

POSSIBLE SIDE EFFECTS OF HARVONI

HARVONI can cause serious side effects, including:

- Those in the “Most Important Information about HARVONI” section.
- **Slow heart rate (bradycardia):** HARVONI, when taken with amiodarone (Cordarone®, Nexterone®, Pacerone®), a medicine used to treat certain heart problems, may cause slow heart rate, which in some cases has led to death or the need for a pacemaker. Get medical help right away if you take amiodarone with HARVONI and get any of the following symptoms:

• fainting or near-fainting	• shortness of breath
• dizziness or lightheadedness	• chest pains
• not feeling well	• confusion
• weakness	• memory problems
• extreme tiredness	

The most common side effects of HARVONI include tiredness, headache, and weakness.

These are not all the possible side effects of HARVONI. Tell your healthcare provider if you have any new symptoms while taking HARVONI.

IMPORTANT FACTS
This is only a brief summary of important information about HARVONI and does not replace talking to your healthcare provider about your condition and your treatment.

BEFORE TAKING HARVONI

Tell your healthcare provider about all of your medical conditions, including if you:

- have ever had hepatitis B virus infection
- have liver problems other than hepatitis C infection
- had a liver transplant
- have severe kidney problems or are on dialysis
- have HIV infection
- are pregnant or breastfeeding, or plan to become pregnant or breastfeed
 - If you take HARVONI with ribavirin, you should also read the ribavirin Medication Guide for important pregnancy-related information.

Tell your healthcare provider about all the medicines you take:

- Keep a list that includes all prescription and over-the-counter medicines, vitamins, and herbal supplements, and show it to your healthcare provider.
- HARVONI and certain medicines may affect each other, or cause side effects.

GET MORE INFORMATION

- This is only a brief summary of important information about HARVONI. Talk to your healthcare provider or pharmacist to learn more.
- Go to HARVONI.com or call 1-844-READY41.
- To learn about potential savings, call 1-855-7-MYPATH or go to HARVONI.com/support



Ask your Specialist if HARVONI is right for you.

To learn more, call **1-844-READY41**
or visit **HARVONI.com**.

Please see Important Facts about HARVONI including **important warning** on page 16.



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